

# **Global Vitamin Deficiency Treatment Market Size study, by Product (OTC Multivitamin Therapies, Single Vitamin Therapies, Vitamin A Supplements, Vitamin B Complex Supplements, Vitamin D Supplements and Others), End User (Pharmacy and Drugstores, Hospital Pharmacy, Online Drug Stores or Email Prescription Stores, Hypermarkets and Supermarkets), and Regional Forecasts 2021-2027**

<https://marketpublishers.com/r/G4BFA7C4A4F4EN.html>

Date: August 2021

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G4BFA7C4A4F4EN

## **Abstracts**

Global Vitamin Deficiency Treatment Market is valued approximately USD xx billion in 2020 and is anticipated to grow with a healthy growth rate of more than xx % over the forecast period 2021-2027. Vitamin Deficiency Treatment includes the prescription and consumption of vitamin supplements and healthy diet. The worldwide Vitamin Deficiency Treatment market is driven by rising dietary supplement consumption to prevent diseases such as night blindness, diarrhea and others. Vitamin Deficiency Treatment market growth is also to be driven by the rising malnutrition population in the world. For instance, according to the action against hunger organization, undernourished people have increased by 161 million from 2019 to 2020 worldwide. Also, according to a WHO factsheet 2020, nutritional deficiencies cause around 45% of fatalities among children under the age of five globally. However, lack of awareness regarding the benefits regarding nutritional supplements and regulatory restrictions governing pharmaceutical product approval hampers the growth of the market over the forecast period of 2021-2027. Furthermore, increasing favorable government initiatives to prevent malnutrition, rising awareness for a healthy lifestyle and new product launches by market competitors are expected to create opportunity for Vitamin Deficiency Treatment market growth over the forecast period.

The geographical analysis of the global Vitamin Deficiency Treatment market is studied for major regions such as Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the dominating region across the world in terms of market share due to increasing awareness of micronutrient insufficiency and developed healthcare facilities. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as increasing number of people suffering from nutritional deficiency, favorable government initiatives and increasing use of dietary supplements would create lucrative growth prospects for the Vitamin Deficiency Treatment market in the region.

Major market player included in this report are:

Merck & Co., Inc.

Sun Pharmaceutical Industries Ltd.

Cipla Inc.

Pfizer Inc.

Mankind Pharma

F. Hoffmann-La Roche Ltd.

Dabur International Limited

Pharmavite

Sandoz International GmbH

Himalaya Wellness

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

OTC Multivitamin Therapies

Single Vitamin Therapies

Vitamin A Supplements

Vitamin B Complex Supplements

Vitamin D Supplements

Others

**By End User:**

Pharmacy and Drugstores

Hospital Pharmacy

Online Drug Stores or Email Prescription Stores

Hypermarkets

Supermarkets

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027

Target Audience of the Global Vitamin Deficiency Treatment Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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